



WPTV

ORDER

Print Date 10/11/12

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Flight Dates **10/03/12-10/09/12**

Contract / Revision **313675 /**
Original Date / Revision
 10/02/12 10/10/12
Advertiser **RNC-Romney / Republican /**

Product
RNC-Romney
Agency Com 15%
Billing Contact
138 Conant Street
Beverly, MA 01915

Agency **American Rambler Producti**
Buying Contact

138 Conant Street
Beverly, MA 01915

Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:20:00
Estimate # **469**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes POL POL CAND
Product Codes PL
Priority FX
Advertiser Ref

Primary Account Executive
 Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share %	Market Value
Competing Station	% of Order Amount
CABLE	%
UNKWN	100%
WFGC	%
WFLX	%
WPBF	%
WPEC	%
WPPB	%
WPXP	%
WTCE	%
WTCN	%
WTVX	%
WXEL	%

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	42	\$23,243.25	\$27,345.00	0.00
Totals	42	\$23,243.25	\$27,345.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/09/12	42	\$23,243.25	\$27,345.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WPTV	10/03/12	10/05/12	M-F 6-7a M-F 6-7a	CM	6-7a	---11--	:30	2	\$1,200.00	FX	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---11--					2	\$1,200.00		0.00			
N 2	WPTV	10/03/12	10/05/12	M-F 7-9a M-F 7-9a	CM	7-9a	--111--	:30	3	\$1,500.00	FX	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--111--					3	\$1,500.00		0.00			
N 3	WPTV	10/08/12	10/09/12	M-F 7-9a M-F 7-9a	CM	7-9a	11-----	:30	2	\$500.00	P-3	0.00	NM	2	\$1,000.00



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Contract / Revision **313675** Flight Dates **10/03/12-10/09/12**

Hiatus Dates

Original Date / Revision 10/02/12/ 10/10/12

Order Sep 00:20:00

Advertiser **RNC-Romney / Republican** Product **RNC-Romney**

Estimate # **469**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WPTV	10/08/12	10/09/12	M-F 7-9a M-F 7-9a	CM	7-9a	11-----	:30	2	\$500.00	P-3	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	11-----					2	\$500.00		0.00			
N 4	WPTV	10/08/12	10/09/12	M-F 9-10a M-F 9-10a	CM	9-10a	11-----	:30	2	\$650.00	FX	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	11-----					2	\$650.00		0.00			
N 5	WPTV	10/03/12	10/05/12	M-F 9-10a M-F 9-10a	CM	9-10a	--111--	:30	3	\$650.00	FX	0.00	NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--111--					3	\$650.00		0.00			
N 6	WPTV	10/03/12	10/05/12	M-F 10-11a M-F 10-11a	CM	10-11a	--111--	:30	3	\$575.00	FX	0.00	NM	3	\$1,725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--111--					3	\$575.00		0.00			
N 7	WPTV	10/08/12	10/09/12	M-F 10-11a M-F 10-11a	CM	10-11a	1-----	:30	1	\$475.00	P-1	0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	1-----					1	\$475.00		0.00			
N 8	WPTV	10/08/12	10/09/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	11-----	:30	2	\$135.00	P-3	0.00	NM	2	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	11-----					2	\$135.00		0.00			
N 9	WPTV	10/03/12	10/05/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	--111--	:30	3	\$135.00	P-3	0.00	NM	3	\$405.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--111--					3	\$135.00		0.00			
N 10	WPTV	10/08/12	10/09/12	M-F 1-2p M-F 1-2p	CM	1-2p	11-----	:30	2	\$150.00	P-3	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	11-----					2	\$150.00		0.00			
N 11	WPTV	10/03/12	10/05/12	M-F 1-2p M-F 1-2p	CM	1-2p	--111--	:30	3	\$125.00	P-3	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--111--					3	\$125.00		0.00			
N 12	WPTV	10/08/12	10/09/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	11-----	:30	2	\$300.00	P-3	0.00	NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	11-----					2	\$300.00		0.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
		1	NPTV	10/08/12-10/14/12	M-F 4p-5p	4-5p	MT-----	:30		\$275.00		0.00	NM		
		2	NPTV	10/08/12-10/14/12	M-F 4p-5p	4-5p	MT-----	:30		\$275.00		0.00	NM		
N 13	WPTV	10/03/12	10/05/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	--111--	:30	3	\$275.00	P-3	0.00	NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--111--					3	\$275.00		0.00			
N 14	WPTV	10/03/12	10/05/12	M-F 5-530p M-F 5-530p	CM	5-530p	--111--	:30	3	\$1,600.00	FX	0.00	NM	3	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--111--					3	\$1,600.00		0.00			



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Contract / Revision **313675** Flight Dates **10/03/12-10/09/12**

Hiatus Dates

Original Date / Revision 10/02/12/ 10/10/12

Order Sep 00:20:00

Advertiser **RNC-Romney / Republican** Product **RNC-Romney**

Estimate # **469**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	WPTV	10/08/12	10/09/12	M-F 5-530p M-F 5-530p	CM	5-530p	11-----	:30	2	\$585.00	P-3	0.00	NM	2	\$1,170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	11-----					2	\$585.00		0.00			
N 16	WPTV	10/04/12	10/04/12	M-F 7-730p M-F 7-730p	CM	7-730p	---1---	:30	1	\$950.00	FX	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---1---					1	\$950.00		0.00			
N 17	WPTV	10/04/12	10/05/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	---11--	:30	2	\$1,400.00	FX	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---11--					2	\$1,400.00		0.00			
N 18	WPTV	10/08/12	10/09/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	11-----	:30	2	\$600.00	P-3	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	11-----					2	\$600.00		0.00			
N 19	WPTV	10/03/12	10/05/12	M-F 11-12n M-F 11-12n	CM	11a-12p	--WT---	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WT---					1	\$350.00		0.00			
Totals														42	\$27,345.00